

## Claims

What is claimed is:

1. A method for generating rules describing a data store comprising content, said method comprising the steps of:  
  
defining entities related to said content;  
  
categorizing said entities; and  
  
incorporating said categorized entities into said rules.
2. A method in accordance with claim 1, further comprising the step of searching said data store.
3. A method in accordance with claim 1, wherein said data store comprises one of a hard drive, an optical disc, a floppy disc, a compact disc, a flash card, and a web server.
4. A method in accordance with claim 1, further comprising the steps of:  
  
defining fields related to data associated with said entities;  
  
categorizing said entity associated data in accordance with said fields; and  
  
incorporating said categorized entity associated data into said rules.
5. A method in accordance with claim 1, wherein said data store is at least one of network based and on-demanded television based.
6. A method in accordance with claim 5, wherein said entities comprise at least one of multimedia, streaming media, content related to multimedia, and content related to streaming media.

7. A method in accordance with claim 6, wherein said entity associated data comprises metadata related to said entities.
8. A method in accordance with claim 7, wherein said metadata is in accordance with at least one of a Dublin Core standard, an MPEG standard, and an XML standard.
9. A computer system for generating rules describing a data store comprising content, said computer system comprising at least one computer, all computers in said system being communicatively coupled to each other, wherein each of said at least one computer includes at least one program stored therein for allowing communication between each and every of said at least one computer, each of said at least one program operating in conjunction with one another to cause said at least one computer to perform the steps of:
  - defining entities related to said content;
  - categorizing said entities; and
  - incorporating said categorized entities into said rules.
10. A computer system in accordance with claim 9, wherein each of said at least one program operating in conjunction with one another causes said at least one computer to further perform the step of searching said data store.
11. A computer system in accordance with claim 9, wherein said data store comprises one of a hard drive, an optical disc, a floppy disc, a compact disc, a flash card, and a web server.

12. A computer system in accordance with claim 9, wherein each of said at least one program operating in conjunction with one another causes said at least one computer to further perform the steps of:

defining fields related to data associated with said entities;

categorizing said entity associated data in accordance with said fields; and

incorporating said categorized entity associated data into said rules.

13. A computer system in accordance with claim 9, wherein said data store is at least one of network based and on-demanded television based.

14. A method for defining a rule used for assigning metadata for a structured data store comprising the steps of:

selecting the structured data store with a user controlled interface:

entering the metadata used for describing the structured data store; wherein a rule is created as to apply the metadata when the rule is true

storing the metadata and the rule in a storage medium.

15. A method in accordance with claim 14, wherein the rule is applied within the workflow of a search engine.

16. A method in accordance with claim 15, wherein an annotator of the search engine uses the rule to annotate metadata associated with a media object.

17. A method in accordance with claim 14, wherein the user controlled interface displays a data store map of the structure data store that is used for defining the metadata and the rule associated with the structure data store.

18. A method in accordance with claim 14, wherein the user interface has an option of entering in the metadata via metadata data types.

19. A method in accordance with claim 14, wherein the defined rule for the structure data store pertains to a selected level of the data store and hierarchical levels below the selected level.